







OKAY.



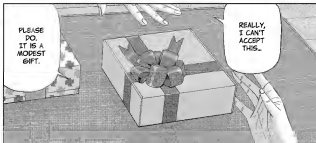
TAKASHI,
WE'LL BE
HOSPITABLE
UNTIL YOUR
FATHER
COMES
HOME.

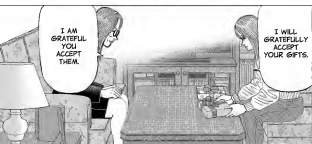


THANK
YOU VERY
MUCH.

PLEASE
HAVE A
SEAT.







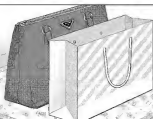
SHE'S
MASTERED THE
SUBTLETIES AND
NUANCES OF
SELLING TO
POTENTIAL
CLIENTS.

MS. YASUGAHIRA
IS AMAZING!



SHE HAS
THOROUGHLY
RESEARCHED
THE TASTES
AND LIKES OF
THE FAMILY
TO USE AS
TOOLS OF
CONVERSA-
TION.

SHE DIDN'T
BRING HER
BUSINESS
BAG TO
THE LIVING
ROOM.



HATS OFF
TO HER
AGGRES-
SIVE
DRIVE!

SHE'S NOT
A TOP LIFE
INSURANCE
SALES-
PERSON FOR
NOTHING!







IS... IS
THAT
SO?



I AM
DETERMINED
TO SELL YOUR
FATHER LIFE
INSURANCE.



YOU
COULD SAY
IT'S JUST A
MATTER OF
MY PRIDE
AS A TOP
SALES-
PERSON.



IT'S NOT
THAT IT
WOULD
IMPACT MY
BUSINESS
IN ANY
SIGNIFIKANT
WAY IF HE
DOESN'T
SIGN UP.



THERE ARE
TWO KINDS
OF PEOPLE
WHO
VEX LIFE
INSURANCE
SALES-
PEOPLE.



A
MATTER
OF
PRIDE?



IT'S REALLY
DIFFICULT TO
SHUT
PEOPLE LIKE
THAT UP!

THERE'S
THE KIND
THAT DOESN'T
CARE WHAT
HAPPENS
TO ANYBODY
AFTER
THEY DIE.



PEOPLE LIKE
THAT WILL NEVER
SIGN A CONTRACT
UNTIL THEY
HAVE A FULL
UNDERSTANDING
OF INSURANCE;
THEY'RE
TIME-CONSUMING,
AND TAKE GREAT
EFFORT TO DEAL
WITH

THE OTHER
KIND IS
NEVER
SATISFIED
UNLESS
EVERYTHING
IS SPELLED
OUT.



THEY
PREFER TO
TRANSACTION
BUSINESS
COMFORT-
ABLY.

ORDINARY
SALES-
PEOPLE
AVOID THOSE
KINDS OF
PEOPLE.



I WILL
AGGRESSIVELY
PRESS ON
UNTIL I MAKE
THEM SIGN THE
CONTRACT.

BUT PEOPLE
LIKE THAT
STOKE MY
ADRENALIN.



NO WONDER
SHE'S A TOP
SALESPERSON.

IS
THAT
SO?



I ENJOY
TALKING
WITH
TAKASHI-
KUN.

IT'S
FINE.



SORRY TO
KEEP YOU
WAITING.



LIFE IN-
SURANCE
AND
WHAT-
NOT.

WHAT
ARE YOU
TALKING
ABOUT?



HUH..?



HOW LONG
HAS LIFE
INSURANCE
BEEN
AROUND?



I WANT TO
KNOW JUST
HOW MUCH
SHE KNOWS.

I KNOW
NOTHING
ABOUT THE
HISTORY
OF LIFE
INSURANCE.
PLEASE TEACH
ME, IF YOU
DON'T MIND.



ALL
RIGHT.



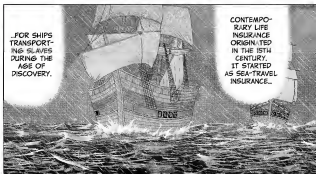
SHE THEN
STARTED
RATTLING
OFF LIKE A
MACHINE
GUN.



THE ROOTS OF LIFE INSURANCE ARE FOUND IN ANCIENT ROME, WHEN PEOPLE POOLED THEIR MONEY TO PAY FOR SOMEBODY'S FUNERAL.



EVEN TODAY, THERE'S AN INSURANCE CATCHPHRASE: "READY YOUR OWN FUNERAL EXPENSES." THUS THE PRINCIPLE HASN'T CHANGED SINCE ANCIENT TIMES.



...FOR SHIPS TRANSPORTING SLAVES DURING THE AGE OF DISCOVERY.

CONTEMPORARY LIFE INSURANCE ORIGINATED IN THE 15TH CENTURY. IT STARTED AS SEA-TRAVEL INSURANCE...

...SO A
SYSTEM WAS
ORGANIZED
TO PAY OUT
INSURANCE
MONEY TO
AUGMENT
LOSS
INCURRED BY
THE INSURED.



IF SLAVES
DIED DURING
TRANSPORTA-
TION, THE
SLAVE SELLER
WOULD INCUR
A LOSS.

THIS CAUSED A
REVOLUTION
IN THE WORLD
OF LIFE
INSURANCE.



IN THE 17TH
CENTURY,
ENGLAND'S
EDMOND
HALLEY,
FAMOUS FOR
HIS COMET,
CREATED A
"LIFE SPAN
CHART."

IN 18TH CENTURY
ENGLAND,
"EQUITABLE LIFE
INSURANCE" WAS
IMPLEMENTED FOR
THE FIRST TIME,
A SYSTEM OF
DETERMINING
LIFE INSURANCE
PREMIUMS BASED
ON THE LIFE
SPAN CHART.



UP TO THAT
TIME, IT HAD
BEEN BELIEVED
THAT DEATH
OCCURRED
CIRCUMSTANTIALLY,
BUT HALLEY
APPLIED
STATISTICAL
ANALYSIS AND
DISCOVERED
PATTERNS
WITHIN AGE.

THIS WAS BECAUSE THERE WAS THE RADICAL REDUCTION OF INSURANCE PREMIUMS.

IN THE LATTER HALF OF THE 19TH CENTURY, THERE WAS AN UPSWING OF LIFE INSURANCE PURCHASES.

THE INDUSTRIAL REVOLUTION BROUGHT MANY LABORERS TO METROPOLITAN AREAS, AND THERE WAS A RISING CONCERN ABOUT FUNERAL EXPENSES AND INHERITANCE INSURANCE. THUS, MANY PEOPLE SOUGHT LIFE INSURANCE SUITABLE FOR MANUAL LABORERS.

BEFORE THEN, ONLY THE WEALTHY COULD AFFORD LIFE INSURANCE.

IN 1887 CANADA, A MANUAL LABORER LIFE INSURANCE OFFERED BY THE GOVERNMENT BECAME POPULAR. IT WAS CALLED MANULIFE.

SO IN 1875 ENGLAND, THE "PRUDENTIAL FRIENDLY SOCIETY" WAS ESTABLISHED, AN AFFORDABLE PREMIUM LIFE INSURANCE FOR FUNERAL EXPENSES.

A black and white portrait of a man with dark hair, a high forehead, and a serious expression, wearing a dark jacket over a light shirt.

IN 1879,
TOKIO MARINE
INSURANCE
WAS
ESTABLISHED,
A SEA-TRAVEL
INSURANCE.

IN 1887
FUKUZAWA,
YUKICHI
INTRODUCED
EUROPE-
AN-AMERICAN
LIFE
INSURANCE
TO JAPAN.

A black and white illustration of a city in ruins. A tall, multi-story building stands amidst a sea of rubble and debris. In the background, a body of water and distant hills are visible.

THE VALUE
OF LIFE FINALLY
BECAME
APPRECIATED AFTER
THE SINO-JAPANESE
WAR, RUSSIAN-
JAPANESE WAR, AND
THE GREAT EARTH-
QUAKE OF KANTO.
THE NUMBER OF
LIFE INSURANCE
HOLDERS WENT
UP IN BULK.

IN 1881, THE
OLDEST LIFE
INSURANCE
COMPANY IN
JAPAN, MEIJI
LIFE INSURANCE,
WAS
ESTABLISHED,
BUT ITS
DISSEMINATION
WAS SLOW
AT FIRST.

A black and white illustration of a woman with dark hair, wearing a light-colored jacket and dark pants, riding a bicycle on a paved road. She is carrying a basket on the handlebars. The background shows a landscape with hills and a body of water.

LIFE
INSURANCE
HAS JUMPED
ALL KINDS
OF HURDLES
TO BECOME
THE BIG
BUSINESS
THAT IT IS
TODAY.

BUT THE LIFE
INSURANCE
BUSINESS HAD
TO RIDE OUT
INFLATION AFTER
JAPAN LOST IN
WORLD WAR II,
AND THERE WAS
AN ENSUING
SEVERE
DECREASE IN
INSURANCE
PURCHASES.



I SEE.



SO THAT'S
THE HISTORY
OF LIFE
INSURANCE
IN A NUT-
SHELL.



BUT...
SOMETHING
ABOUT IT
DOESN'T
SIT RIGHT
WITH ME.

THAT WAS
A WELL-
REHEARSED,
SMOOTH
EXPLANATION.



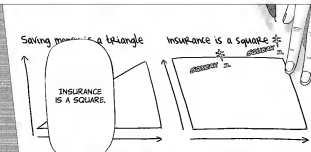
I FEEL SHE'S
HIDING THE REAL
REASON WHY
POSTWAR JAPANESE
INSURANCE
BECAME SUCH A
SHOCKINGLY
BOOMING
BUSINESS.



SIMPLY
PUT...



I'LL EXPLAIN
WHAT LIFE
INSURANCE
IS LIKE.





SHE STARTED
DRAWING AND
WRITING IN
REVERSE, WITH
THE UP SIDE
FACING ME!



SHE'S
ACQUIRED
THE SKILL
TO WRITE AND
ILLUSTRATE
UPSIDE DOWN.
WOW.



IF YOU
TRY TO
MAKE
DO WITH
SAVINGS
ONLY AS AN
EMERGENCY
FUND...

THIS IS
BECAUSE...

